

## VHA Advisory Board (AB) Meeting Minutes

Laurel Manor 1:00 PM June 8, 2022

**Advisory Board Members - Present:** Karl Arps, Mike Burke, John Conboy, Jim DeCastro, Ellie Decker, Mike Dollard, Dave Fountaine, Bob Griffin, Walter Martin, Sandy Mott, Beth Musser, Jan Palmer, Peter Russell, Joan Sullivan, Phil Walker

**Advisory Board Members - Absent:** Peggy Fiore, Gary Frigiola, Nicolas Hemes, Kathy Porter

**Call to order:** President Phil Walker called the meeting to order at 1:00 PM and led the Pledge of Allegiance.

**Previous Minutes:** Motion made to approve the meeting minutes from the May 11, 2022, seconded and approved.

**Treasurer's Report:** VHA Treasurer John Conboy referred to the financials attached to this meeting's agenda noting a trend this year to date the number of lifetime and two-year memberships are about the same. Therefore in 2024 there will be fewer renewals. John explained he requested Doug Smiley – Tangent Media to help set up website back-end feature to track renewals. This will help predict possible renewals as the budget is prepared.

Q. What is the preferred method of membership payment?

A. Most transactions are by credit card.

Q. Is there a cost for credit card transactions?

A. Yes, but it is minimal.

Q. Is the projection by year-end to be at a loss?

A. VHA is currently moving toward increasing funds beyond just membership dues and Bingo profits to prevent this. A marketing plan is being worked on with the goal to present a report next month.

### VHA Central

**VP Central:** Ellie Decker reported a Meet & Greet was held with Central region Directors and Neighborhood Representatives (NR) May 23, 2022 at Sea Breeze Recreation Center. Ellie explained an email will be sent to Central Directors and NRs to learn if they prefer to meet at a recreation center or hold a zoom meeting for the scheduled August 22, 2022. October 18, 2022 Central and North regions will partner to present a Members-only program - "Cutting the Cord."

### VHA South

**VP South:** Mike Dollard reported the May Bingo was lightly attended. The June Bingo is at 6:30 June 21, 2022 at Ezell Recreation Center

### VHA Far South

**VP Far South:** Dave Fountaine reported that John Rohan did a great job explaining opportunities in Villages recreation activities.

Dave explained he has sent emails to members in the Far South to recruit NRs with the goal to have at least one NR in each village. Far South NRs handle the membership table and greet guests at programs.

### Other VHA Meetings and Reports

**Foundation Committee (FC):** Peter Russell reported that two members resigned from the FC committee due to other commitments. While a small group, committee members are working well together developing guidelines, expanding parameters and creating criteria for selecting groups to support with small cash grants. FC Chair Peggy Fiore has extensive fund raising experience. Members were asked to encourage people they feel would work well on the FC to apply.

**Helping Hands (HH):** Phil explained HH continues to grow with many transaction requests coming from the Far South region of The Villages. HH is analyzing their inventory to limit number of items to loan. A larger facility is needed to hold all the equipment and handle transactions in one place instead of spread over several locations as it is now.

**New Resident Night (NRN):** Peter reported last month's NRN went very well. Walter Martin noted there is an increase of lifetime memberships purchased on NRN.

**Social Events:** Mike Burke asked members for feedback scheduling Tom Gourlay's "Pop Culture Trivia Night" for the July 18, 2022 social event and received positive reactions. Dave offered to ask Far South NRs to assist.

**Bingo:** Mike D. explained the Bingo software program now has 12 games loaded in advance to avoid scrolling for next game therefore keeping a steady pace of play. A new software has been purchased to provide greater variety of games. Games are analyzed to learn length of each and which create multiple wins.

SEE Also VP South.

**Voice:** Voice editor Jan Palmer stated June 22, 2022 is the deadline to send articles to her to prepare for the July issue. Jan reached out to the NRN agencies, Golf Cart Safety instructors, Chief Haworth Sumter Sheriff's Department, Judge Militello, Bike Friendly and Shine to consider writing articles for the Voice. Jan is preparing a schedule of when articles will be featured. VP monthly articles are receiving positive feedback.

**Facebook:** AB members welcomed new Facebook Coordinator Jim DeCastro. Jim reported the new VHA Facebook page is operational but not yet ready to be publicized. Jim will post current Bingo game and revise to the next Bingo game immediately after. Likes will be tracked. Membership will be watched to see if there is an increase resulting from the Facebook page. There continues to be an issue removing the previous Facebook page.

**VHA Website:** Beth Musser asked members to send information when a program is scheduled noting title, date, time and location in order to post on the website.

**AAC:** Sandy Mott reported First Responders Recreation Center will have a grand opening later in July. Work has started on Mira Mesa Executive golf course. It is not yet determined if Paradise Recreation Center will be renovated or rebuilt.

## Old Business

**VHA "Evening With the Developer" Follow Up:** Phil noted many guests remarked "Great night" "Great job." While not all tickets were sold out through the box office, Phil and VHA officers were able to collect remaining tickets and distribute to members ahead of the May 18, 2022 event. The issue with printing membership cards is being addressed to include a direction where to click to print.

The VHA website has the complete video of this event posted on the front page.

**VHA Membership Blasts Coordinator:** A volunteer is needed to take over the responsibility of sending membership blasts. Dave is handling this extra task while also volunteering as VP Far South. Members are asked to help recruit a replacement as Blast Coordinator ASAP. VPs are asked to reach out to NRs to consider or help find someone for this position.

## New Business

**Town Hall Questions – Due July 6th:** AB members, NRs and membership may send questions by July 6, 2022 as the VHA prepares for the July 19, 2022 Town Hall meeting 10:00 AM in Laurel Manor. VPs are reminded to reach out to their NRs to collect questions from friends and neighbors and for NRs to attend the Town Hall meeting. Attendance is key to show respect to the Partners who answer VHA questions.

**VHA Merchants to Members (M2M) App:** Phil asked if anyone knows how to develop an app so one can be made for M2M. Jan and Mark Palmer are working on this. Note: The current list can be brought up on a smart phone and attached to the front of the screen.

Q. Do we have a list of merchants?

A. Yes, the previous M2M Director left one.

**Promoting the VHA:** Peter recently completed a podcast about the VHA which will be posted on the website.

SEE also Treasurer's Report.

Meeting adjourned at 2:48 PM.

Respectfully submitted,

Joan Sullivan